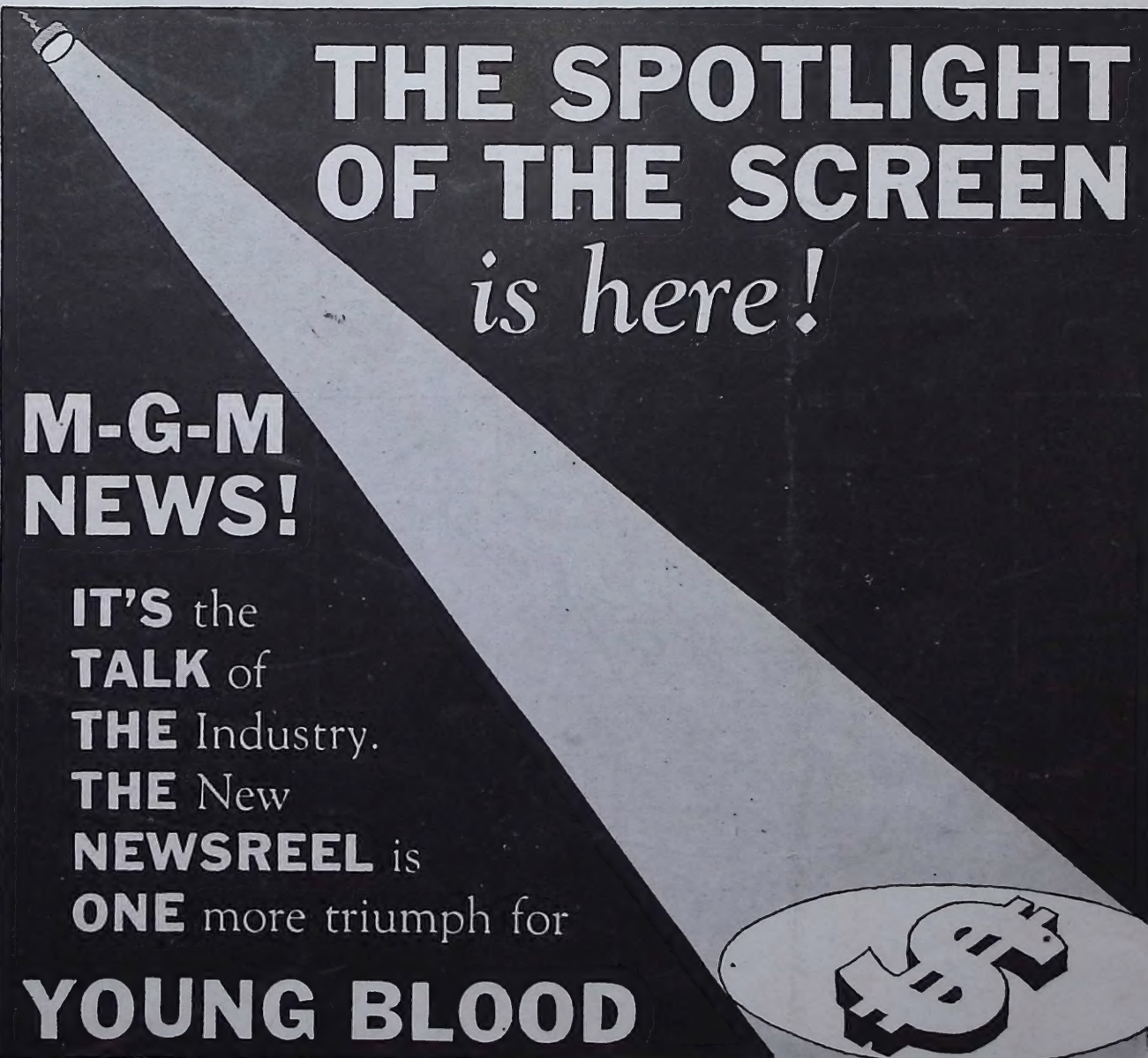


CANADIAN MOVING PICTURE DIGEST

Vol. 19, No. 17

TORONTO 2, CANADA

August 27th, 1927



**THE SPOTLIGHT
OF THE SCREEN**
is here!

**M-G-M
NEWS!**

IT'S the
TALK of
THE Industry.
THE New
NEWSREEL is
ONE more triumph for
YOUNG BLOOD



PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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your local newspaper

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GREAT NEWS



STARS!
STARS!
STARS!

for the public of Niagara Falls

AGAIN! THE STRAND SCORES!

in the face of the mightiest competition the theatrical business has ever known, we are proud to announce that we have been able to secure for our friends and patrons

AGAIN FOR THE COMING SEASON

!!!! EXCLUSIVELY FOR NIAGARA FALLS !!!!

the mighty, world-renowned, greatest of all

Metro-Goldwyn-Mayer Pictures

THE STRAND

is first to present at
popular prices

The Hit of the Century

THE BIG PARADE

and the Epic of the Screen

BEN-HUR

Watch for Announcements

JUST A FEW OF THE SEASON'S COMING TRIUMPHS

JOHN GILBERT

in "Fires of Youth"
AND OTHER GREAT FILMS

LILLIAN GISH

in "Annie Laurie"
AND OTHER SUCCESSES

SYD CHAPLIN

Star of "Charley's Aunt"
IN GREAT LAUGH HITS

TIM MCCOY

in Thrilling Outdoor Pictures

MARION DAVIES

in "Quality Street"
AND MORE

LON CHANEY

in "Mockery"
AND 2 MORE BIG ONES

NORMA SHEARER

in "The Bridal Night"
AND 2 ADDITIONAL HITS

Karl Geo. K. DANE—ARTHUR

in "Oiga of the Volga"
AND MORE LIKE "ROOKIES"

JACKIE COOGAN

in "The Bugle Call"
AND OTHER HAPPY HITS

DOG STAR

A Famous Dog Star in
Thrilling Stories

RAMON NOVARRO

in "Prince of Gaudium"
AND OTHERS

GRETA GARBO

in "The Divine Woman"
AND OTHERS

WILLIAM HAINES

in "Spring Fever"
AND 3 MORE HITS

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"Bringing Up Father"
"Becky"
"Business Wives"
"White Shadows"
"The Lovelorn"

Low Cody—PRINGLE

in "Adam and Evil"
AND MORE COMEDIES

THE STRAND

will offer these Great Special
Productions

THE CROWD

The New Picture from King Vidor,
Director of "The Big Parade"

THE GARDEN OF ALLAH

(Re-release of the Great)
THE COSSACKS

ROSE-MARIE

(The Famous Stage Hit)
IN OLD KENTUCKY

NAPOLÉON

(The Situation of Today)
MADEMOISELLE FROM ARMENTIERES

BODY AND SOUL

(From the world famous book)



JOHN GILBERT



LON CHANEY



RAMON NOVARRO



GRETA GARBO



LILLIAN GISH



SYD CHAPLIN



TIM MCCOY



MARION DAVIES



NORMA SHEARER



SYD CHAPLIN



BETTE ADORÉ



JOAN CRAWFORD



CONRAD NAGEL



LIONEL BARRYMORE



ELEANOR BOARDMAN



DOROTHY SEBASTIAN



CLAIRE WINDSOR



ROY D'ARCY



ADAM PRINGLE



LOW CODY



SALLY O'NEIL



CARMEL MYERS

STRAND

(NOTE TO THEATRES: This space is for any additional announcements)

IF IT'S WORTH SEEING YOU'LL SEE IT FIRST AT THE STRAND!

YOU'VE got
TO hand it
TO Mister
A.C. Hayman
OF Niagara
FALLS, N. Y.
HE booked
THE whole
WONDERFUL
M-G-M service
FOR his Strand
AND he's
TELLING the
FOLKS about
IT in a big
SPLASH!
THE public
KNOWS M-G-M
IS delivering
THE Big Ones
RIGHT now!
IT pays to
ADVERTISE
THAT you're
THE Big Time
SHOWMAN
WHO'LL show
THE Big Time
SHOWS of '27-'28

Metro-Goldwyn-Mayer

**Not Only Has Pathe-DeMille a
Wonderful Roster of Famous Stars and
Internationally Known Directors, but
Also a List of Stories That Mean
Money in Your Box Office.**

Here Are the Titles:--

The King of Kings
The Fighting Eagle
The West Pointer
The Wreck of the Hesperus
Hold 'Em Yale
The Blue Danube
The Forbidden Woman
Chicago
Power
Craig's Wife
Rip Van Winkle
The Rush Hour
Beautiful But Dumb
The Angel of Broadway
He's My Man
The Leopard Lady
In Bad With Sinbad
The Main Event
The Girl in the Pullman

The Wise Wife
The Skyscraper
Such Is Fame
Walking Back
My Friend from India
Free and Easy
Let 'Er Go Gallagher
The New Yorker
Self Defense
My Country
Woman of the Night
Heart of Katie O'Doone
On To Reno
Stand and Deliver
What Holds Men
The Night Flyer
Midnight Madness
A Blonde for a Night

Regal Films Limited

Distributors for the Dominion of Canada

NELSON

A Mighty, Massive
British-Made Spectacle

"Nelson" opened its second week at the Tivoli Theatre yesterday. This picture is decidedly worth seeing, if only for its restraint and sincerity, two qualities that are almost never found in Hollywood films. It gives a vivid impression of the great British naval genius, and without undue flag waving, it is calculated to stir British blood.

—Tor. Mail & Empire

Presented with
Official Endorsation
of the
Navy League of
Canada.

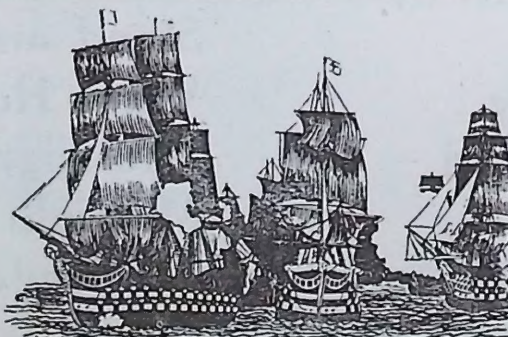
Press and Public
Unstinted in Praise,
and Acclaim
"Nelson" as the
Best Production
England has Sent
Out This Year.



The Year's Biggest
Box Office Attraction
for Canadian
Exhibitors.

Now Ready for
Booking, but You
Must Act Quick or
Your Competitor
Will Beat You
To It.

Spectacular,
Dramatic, Historical
and Patriotic.



Unlimited
Exploitation
Possibilities.

Regal Films Limited

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Canadian Moving Picture DIGEST

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RAY LEWIS

Editor and Managing Director

GEORGE C. WILLIAMS

President

Official Organ of the
M.P.T.O. of Canada

Established in 1915 for
Exhibitors

Subscription: \$5.00 yearly

Telephone: Trinity 1481

Vol. 19, No. 17

TORONTO, CANADA

August 27th, 1927

"The World Is Mine!"

WE HAVE HEARD the entertainment problem of the motion pictures discussed by many who know what they are talking about, some who should know, and others who certainly talk, but say nothing.

The box-office, or dollar sign is the infallible test. It is impossible to drag real money in when the public pass a verdict of "N. G."

Showmanship can find an angle to get some business with a poor picture, but the golden harvest which brings "the smile which won't come off" to the face of the audience, and the theatre-owner is missing when the "netting" or "dragging" process have been resorted to.

It is with the entertainment flop that the Industry should most concern itself. Here is an institution well-regulated, accustomed to the production of motion pictures, experienced in the necessities of production, operating full-hand, having at its disposal established stars, directors, authors, players, technical staffs, producing an entertainment flop.

Who is responsible, man or "an act of God?"

In looking over the entertainment flops, past and present we can find no "act of God," upon which to place responsibility, the "flops" are traceable to those who are responsible for their production.

In producing stage, or literary successes, the producers already have the advantage of a public test.

The judgment which should function here is the judgment which is able to discern in a stage or literary success the material which will make a motion picture as entertaining as the play or book.

Many productions have failed because of poor selection; and many successes which had the requisite material developed into "flops" because those responsible for the adaptation missed the picture highlights.

The right selection of the star, the director and the players in connection with a stage, or book success, adequately adapted, is of equal importance, and herein we have found another reason for a "flop" which appeared to be unnecessary.

Turning to the "flop" of stars in pictures, we find that the "star flop" is occasioned many times by a lack of good material.

Recently I witnessed a picture with two stars, both outstanding in regard to their individual abilities, one a remarkably brilliant and versatile artist. The picture in which these stars appeared had been produced by a leading company; and all this company has to do now is to present these stars in a similar bit of rubbish to kill them as box-office assets forever.



RAY LEWIS

I cannot understand how any producer can afford to take such a risk with such a dividend-paying asset, nor can I understand how any producer can have the heart, or the lack of appreciation of real ability, as to present a box-office name, won through merit and not over-exploitation, in a picture where this artist rolls around in muddy water; and is conspicuous throughout the picture through "nearly losing his trousers," because of the angle at which they hang.

The motion picture public is crying out for real screen acting, it is faithful to its stars; and eagerly awaits their new releases.

The producing field is frantically searching for real screen talent, ability which can "make good" on its own; and yet having this unique and priceless ability what happens, they drag it through the mud.

Such a situation needs the quiet consideration of producers.

Balancing costs by placing stars in cheap material is a poor balance. The depreciation of star-value robs the other profits saved.

Stars fail to draw for several reasons. Age, lack of versatility, and adaptability, poor material, poor presentation, and "swelled head."

Most of the "star flops" I have observed have been occasioned by "poor material." Some by a temperament which juggled with public opinion, an over-conceit which believed in the theory that a star can do no wrong.

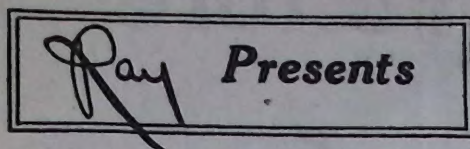
If I were a producer I would pay the biggest salaries to those capable of writing, or selecting "entertainment quality material."

To the directors who were capable of getting the best out of this material.

To the men capable of advertising and publicizing the picture, and the salesmen who could get the money for my product and make sales.

Of course other angles come into the scheme of production, I am not discrediting the value of the star and the players, the innumerable other accessories, but give me strength in the four pillars of my producing activities, material, direction, advertising, or presentation, and salesmanship, and like "Monte Cristo," I will say "The world is mine," as far as producing entertainment quality in motion pictures is concerned.

Ray Lewis



THE outstanding feature of the Famous-Players Canadian Corporation session of Eastern Managers was the Canadian message which N. L. Nathanson, the Managing Director of the organization, delivered to his associates, in connection with the building up of the Canadian spirit in the Famous Organization; and through the power of this co-operation to help make "Better Canadians."

"God Save The King," is to be played at the opening performances and a series of scenes, representing Canadian historical events, is to be shown at the Famous' theatres at regular intervals.

DELEGATES were identified by their Maple Leaf badges, this emblem of Canada being the most conspicuous decoration of the badge.

N. L. NATHANSON, during his address, emphasized the fact that the Famous Organization represented a \$15,000,000 corporation; and that it ranked with the important industries in the Dominion.

He advised and suggested means whereby his theatre associates could more fully enter into the active life of their particular community, town and city, becoming business men of equal importance with the outstanding men representing other industries and enterprises.

He thanked his associates for their loyalty, their splendid co-operation, he expressed his belief in conventions of this order, which enabled the individuals of a corporation to meet each other on a friendly and co-operative basis. He paid a high tribute to those outstanding showmen of his organization which had passed away.

A MOST interesting feature of Mr. Nathanson's address was the information that a profit-sharing plan is in the process of being formulated, for the Famous Players Canadian organization was most keenly interested in the establishment of good-will and service in those centres in which it was transacting business; and within its own organization. "More Canadianism" is to be the Famous slogan.

THERE has been considerable talk in the Industry in connection with the building of theatres in Canada by William Fox, in opposition to the Famous chain, as some of our trade papers expressed it. A wire to James Grainger, under whose supervision Canada comes, discredits the authen-

ticity of this Fox building rumour in Canada.

If Fox intends to build here, Mr. Grainger should know. His telegram to The Digest is as follows:

New York, N.Y.,
August 23, 1927.

Ray Lewis,
Can. Moving Picture Digest,
Toronto, Ontario.

I have just returned to New York from an absence of eight weeks in reply to your telegram regarding Fox Film Corporation building theatres in Canada I have no knowledge of any such plans and neither have they been discussed with me I believe this answers your question With kindest regards

J. R. GRAINGER

I HAVE a letter from W. H. Bird, general manager of the Regina Films Limited. His letter is so interesting that I am publishing it in its entirety.

Regina, Sask.,
August 11th, 1927.

Miss Ray Lewis,
Can. Moving Picture Digest,
Toronto, Ontario.

Dear Miss Lewis—

I have just returned from a month in the Canadian Rockies.

The day I left Regina, your splendid Jubilee Number arrived and because I had no time to read it before I left, I enclosed it in my camera case for perusal on the trail.

I have the copy before me as I write. It is very soiled, dog-eared, thumbled, has the blood of numerous defunct mosquitoes smeared on some of the pages, shows the results of a pack horse's swim in the Rocky River, stained a trifle by developing solution used at night for the daily tests, is minus three pages of advertising used to start a fire on the edge of a mountain on a great glacier, a trifle frayed at one corner where a porcupine (RIP) commenced a meal of the saddle-bag containing it, (I can't blame that porky for his taste) and generally shows the wear and tear of three weeks on the trail.

I read your editorial by the light of our camp fire at the base of majestic Mount Robson. My cook, a French-Canadian, looked over my shoulder at the photograph on page 25, reading your message slowly, he said, "She damfine girl who look like da picture and talk like da book."

Without any disrespect I have nothing to add to his comment other than to add my hearty congratulations to the many you have received and to assure you that we who are striving to build up a Canadian Industry are very grateful to you for your untiring efforts to make this possible.

With kindest personal regards, I am,

Yours very sincerely,

W. H. BIRD,
General Manager,
Regina Films Limited.

P.S.—This letter would not be complete without an expression of appreciation of the excellent portrait drawings and paintings by Mr. Joshua Smith.

Famous Players Canadian Hold Convention Toronto Said to be the Best Assembly To Date.

The Famous Players Canadian Corporation Limited held their Eastern Convention at Toronto for three days beginning Monday, Aug. 22nd.

Sessions were held at the King Edward Hotel, in the Yellow Room, and the representation was 100%. In addition to the Eastern Managers, theatre owners from the great wide West were present.

The Toronto Theatre Managers who attended the sessions were as follows:

Jerry Shea, Hippodrome; John Arthur, Nelson Shea, Uptown; Tom Daley, Tivoli; Fred Schaefer, Howard Knevels, Pantages; Chas. Querrie, Palace; Jim Craig, Oakwood; Ray Downey, St. Clair; W. McKnight, Alhambra; Dick Howarth, Bloor; R. McLelland, Capitol; Harvey Williams, Beach; Percy Smith, Teck; Geo. Morrell, College; Harold Hitchison, Parkdale; Sam Tinkleman, York; Jimmy Lynch, Runnymede; Jules Wolf, Christie; Harry Smith, Classic; Sam Bloom, Sam Fine, Sam Sternberg, Danforth; Barney Harris, Chas. Dentebeck, Purchase and Supply; Denis O'Brien, Bill Legassiche, Bookers; N. L. Nathanson, Arthur Cohen, Clarence Robson, T. J. Bragg, Sam De Pass, Ben Geldsaler, H. Sedgwick, Home Office; W. Hunt, Bedford; Jack Laner, Belsize.

Out-of-town Managers included.

Fred MacLennan, Brockville; Ernie Moule, Brantford; A. P. Drohan, Chatham; Arthur Cauley, Cobourg; Ed. Landsborough, Galt; Jack Stewart, Dave McMullen, Guelph; Robt. Knevels, Len Bishop, H. E. Wilton, Geo. Stroud, Hamilton; Ernie Smithers, Kingston; Jack Allen, Kitchener; Tom Logan, London; Harry Dahn, Geo. Rotsky, Jim Adams, Montreal; Ray Tubman, Ottawa, Leon Osier, Oshawa; Chris. Georges, Owen Sound; J. A. Bolinsky, Paris; Doug. Fletcher, Peterboro; J. S. Smart, Port Hope; R. J. Harrison, Geo. Forhan, St. Catharines; W. McGeachie, Sault Ste Marie; Tom Forhan, Welland; Willard Fawcett, Woodstock; Lionel Harper, Trenton; John Ward, Niagara Falls; Ed. Gilmore, Windsor; Mr. Markel, Mr. Whitham, Cornwall; Geo. Nichols, Mr. McMahon, Mr. Lester, Montreal; Mr. H. M. Thomas, Mr. Jack Muir, Mr. Frank Miley, Vancouver.

An attractive programme was published, the front cover representing a ticket office at a Famous-Players' theatre, admission price, "Ability, Loyalty, Determination, Hard Work and Honesty," with "No Tax" emphasized.

The inside front page was devoted to a memoriam in memory of N. K. Miller, Ralph Ruffner and William Tingle, all deceased within the past year; and all outstanding theatre men in the Famous organization. A quotation from "Bunyon" was as follows, "They shall not grow old as we that are left grow old. Age shall not weary them nor the years condemn. At the going of the sun, and in morning we will remember them."

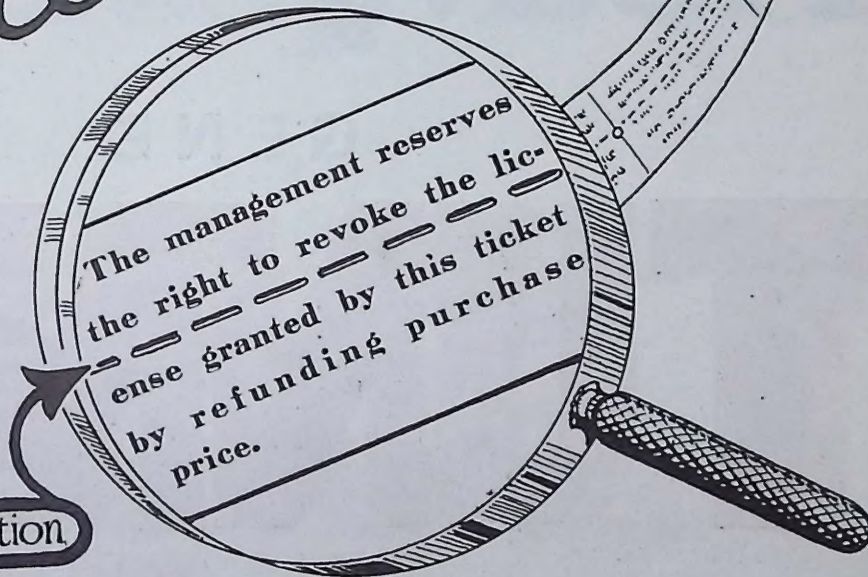
(Continued on Page 10)



Cancellograph

*Exclusively on
Model 28 GOLD SEAL
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The Mark of Protection



For the First Time---Full Protection for Your Box Office

This "Mark of Protection" perforates every ticket that is issued through Model 28 Gold Seal Register. "The *Cancellograph*" says one exhibitor, "makes all other ticket registers obsolete." Large exhibitors all over the country are trading in their old ticket machines for the improved Model 28, equipped with our new Gold Seal invention---the *Cancellograph*.

Find out how this "Mark of Protection" will guard your box-office against stolen and counterfeit ticket supplies. Remember---only the Gold Seal has the *Cancellograph*.

Write today for a strip of Cancellograph tickets, prices and terms on Model 28.

AUTOMATIC TICKET REGISTER CORPORATION

Mfrs. of GOLD SEAL
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Used Wherever
Tickets are Sold

NEW YORK CITY

Canadian Representatives: THOMPSON, AHERN & CO. - 40 Yonge St., Toronto

Messrs. MAR

Present the Official Motion

Heavy-weight Ch

GENE

TUNNEY

VS.



Gene Tunney

To be held at

Chicago, Thursday

Prints Ready for Release

In Order to Secure an Early

Release

Canadian Education

KS & VAUSE

n Pictures of the Coming

Championship Bout

JACK

DEMPSEY

Soldier's Field

, September 22nd.

e, Saturday, Sept. 24th

Play Date, Wire--Phone--Write



Jack Dempsey

d Thru

onal Films, Limited

Toronto Theatres

UPTOWN — "Fireman, Save My Child," with Wallace Beery and Raymond Hatton — Paramount. Class B. The Beery and Hatton combination are hard to beat. A burlesque which does not give the stars a chance to do much more than clown. It registers many laughs.

TIVOLI — "Lord Nelson," All Star Cast — British film. Class B plus. Second week, and breaking records. We will review this editorially in a coming issue, because of its importance in relationship to British Film Production.

SHEA'S HIPPODROME — "Singed" with Blanche Sweet and Warner Baxter — Fox. Class B. An entertaining feature. Miss Sweet is still "sweet," and the show is sure to please.

LOEW'S — "After Midnight," with Norma Shearer — Metro-Goldwyn-Mayer. Class B. Norma steers this romance, as the central figure, and makes the picture entertaining. The direction is by Monta Bell and is excellent as are the titles by Farnham, the material is not overly entertaining.

PANTAGES — "The Black Diamond Express," with Monte Blue and Edna Murphy. Class B plus. A real good railroad melodrama. Monte does fine work. Charles J. Brabin is responsible for the splendid direction and Harvey Gates for a thrilling and sympathetic scenario.

Neighborhood Theatres

PALACE — "Missing Link," with Syd Chaplin — Warner Bros. "Framed," with Milton Sills — First National.

ST. CLAIR — "Dance Magic," with Pauline Starke and Ben Lyon — First National, and "Silver Comes Through."

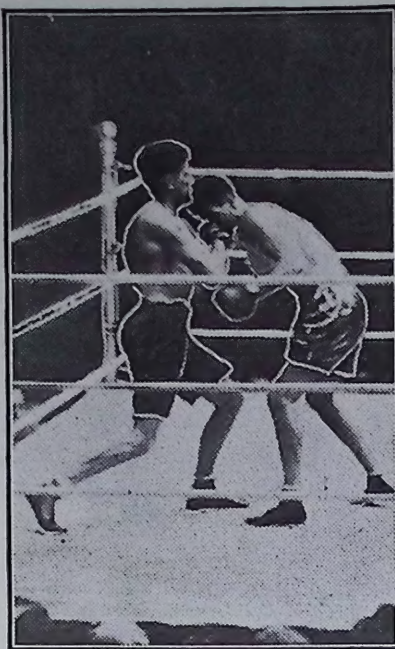
CAPITOL — "The Callahans and Murphys," with an All Star Cast — Metro-Goldwyn-Mayer. "Missing Link," with Syd Chaplin — Warner Bros.

PARKDALE — "Missing Link," with Syd Chaplin — Warner Bros. "Dance Magic," with Pauline Starke and Ben Lyon — First National.

OAKWOOD — "The Callahans and Murphys," with an All Star Cast — Metro-Goldwyn-Mayer. "Ten Modern Commandments," with Esther Ralston — Paramount.

BELSIZE — "Babe Comes Home," with Babe Ruth and Anna Q. Nilsson — First National. "Tiptoes," with Dorothy Gish — British.

YORK — "Mother," with Belle Bennett — F.B.O. "Broadway Nights," with Lois Wilson — First National.



Tunney-Dempsey in action. Big Fight Film released Sept. 24th. Through Educational.

Famous Players Convention

(Continued from Page 6)

It was a gracious thought to so remember these men, who were so popular in the Famous Organization; and the method of remembrance was beautifully appropriate.

THE PROGRAMME

MONDAY—10.00 a.m., Roll Call; Introductory Remarks by Clarence Robson; Our Managing Director, N. L. Nathanson; Our Western Division Manager, H. M. Thomas; General Business Conditions and Their Bearing on the Motion Picture Industry by T. J. Bragg; Public Service and Safety by Harry Dahn and L. G. Geering.

12.30 p.m. Luncheon. Blue Room.

2.00 p.m. Vaudeville as an Added Attraction in Motion Picture Theatres by Ben Geldsaler; Building a Show, Music and Presentations by Jack Arthur; Screen Opportunity Contest by Harry Sedgwick.

6.15 p.m. Dinner. Sunnyside Pavilion.

8.15 p.m. Uptown Theatre

TUESDAY—10.00 a.m. Roll Call. Special Nights by Harry Sedgwick; Advertising (Fronts. Lobby. Newspapers and Tie-ups. Special Exploitation) by Sam De Pass.

12.30 p.m. Luncheon. Blue Room.

2.00 p.m. Protection and Admission Prices by C. Robson; Our Best Box-Office Pictures, Controllable Expenses and Budgets by T. J. Bragg.

6.15 p.m. Dinner. Old Mill.

9.15 p.m. Boat Trip. Steamer Cayuga. Dock 9, C.S.L.

WEDNESDAY—10.00 a.m. Roll Call. The Go-Getter Club by C. Robson; Introducing Mr. B. E. Norrish (Representing Associated Screen News); Introducing Producers' Representatives (who will speak on their product for the coming year); Closing Remarks by Clarence Robson.

1.00 p.m. Luncheon.

3.00 p.m. Picnic. Rouge Hills Golf and Country Club.

Tunney-Dempsey Fight Pictures, Sept. 24th

Keen Sporting and Public Interest Make Fight Film Box-Office Asset.

Messrs. Marks and Vause, who are releasing the Heavyweight Boxing Contest film, of Jack Delaney vs. Paolina, through Canadian Educational Films, now announce the coming release, Sept. 24th, of the sensational Heavyweight Boxing Bout film which will record the world-heralded fight between Gene Tunney and Jack Dempsey.

The fight film which showed how Dempsey lost his crown to Tunney at the Sesqui bout, in Philadelphia, proved a box-office draw of considerable importance.

Patrons visited motion picture theatres to see the fight film, and the extent of its draw was also gauged by the number of people who left the theatre immediately the fight film was over.

In booking a picture of such interest as the Tunney-Dempsey bout, exhibitors should concentrate on what will be the point of interest, on their programme, building their show around this feature.

The public interest is aided by the general newspaper comments in sporting columns which appear regularly; and already bets are being laid as to the winner. Public opinion is pretty well divided between the present champion and Dempsey's chances to win because of his recent come-back. The knockout of Sharkey is discounted by some, as far as an indication of value in relationship to Dempsey's chances of winning; and again Dempsey rooters see in this last fight of Dempsey every favorable indication that Tunney will have to take the count.

In the meantime the fight film gathers interest and consequently is building up a patronage that will see that film to see Dempsey win or lose.

Renee Adoree is experiencing a rather uncomfortable experience during these summer days. In good warm Los Angeles July weather she has to wear a mounted police uniform with a bearskin coat over it, and play scenes in which she apparently shivers from the Canadian cold. This is her plight in the new Metro-Goldwyn-Mayer Canadian romance "Rose Marie" in which she plays the title role.

TUNNEY-DEMPSEY
• HEAVY-WEIGHT •
CHAMPIONSHIP BOUT
FILM RELEASED SEPT. 24th

T. D. Sedger, Architect Matheson Lang Studio

**Subsidiary Company of the
British Propositions, Limited.**

Thomas D. Sedger, architect of Victoria, is to build the moving picture studio for the Matheson Lang interests at Victoria. The company is reported as a subsidiary of the British Propositions Limited, the largest producing enterprise in the United Kingdom.

Options have been taken on three sites in Victoria for the location of a producing studio.

The cost of the central Producing Studio will be \$40,000. Estimates have been forwarded to London, England.

This studio is in no way connected with the studio with which Victoria and Mr. Claude Flemming are associated.

New Lighting Arrangements For Famous Theatres

The Capitol, Empress and Empire Theatres at Edmonton, belonging to the Famous Players Canadian Corporation will have improved lighting facilities provided. Kellis Davidson of Calgary, a specialist on stage lighting, and Victor Armand of Winnipeg, inspector of projection, are both in Edmonton in connection with the various lighting improvements which are being introduced. The Empire will also have a new very attractive decorative scheme.

Joins Pathe News

David Richard Oliver, has resigned from another news reel organization to join the New York headquarters staff of Pathe News, under Editor Ray Hall.

Courtesy with Service

Motigraph De Luxe Projectors.
Cont-El-Arc Motor Generators.
Superlite Gold Fibre Screens.
Brenkert Spot-Flood Lamps.
Vallen Curtain Controls.
Universal Electric Plants.
Ross Projection Lenses.
National Projection Carbons.
Repair Parts for
All Makes of Projectors.
Complete Theatre Supplies.

*Canada's Leading Theatre Supply
House.*

The Coleman Electric Co.

258 Victoria St. - Toronto, Ont.

Admission Prices Raised Keith's Theatre, Ottawa

Admission prices have been raised for an Ottawa Theatre in the middle of the summer! And it wasn't just for one week either.

J. M. Franklin, manager of B. F. Keith's Theatre, revised his admission prices starting with the week of August 8. The balcony price for adults for matinees was raised from 15c to 25c and the general admission for holiday and Saturday nights has been made the flat rate of 50c for all seats, the 35c price for the balcony having been abolished. There are other upward revisions in the price scale.

One year ago Manager Franklin adopted the split week policy for the summer months. The full-week policy was continued this summer, however, and with better pictures and better shows all round the attendance has been much improved.

The biggest day's business for any summer season at Keith's was recorded on August 1, the opening day for the Dempsey-Sharkey fight pictures, along with the regular bill including "The Night Bride." Patrons were standing at every performance on the Monday and great patronage was registered all during the week.

Local Theatre Interests Build New Theatre, Winnipeg

Local theatre interests of Winnipeg will build a theatre with a seating capacity of 800, at the corner of Maryland and Westminster Ave. A permit to build was issued to Messrs. Fraser and McDonald. Permit price \$50,000. Building will be of re-inforced concrete with measurements 50 x 120 ft. A permit was granted just previous to 1914, excavations made, but building operations suspended until the present year.

Metro-Goldwyn-Mayer News

Arrangements have been completed; and the inauguration of Metro-Goldwyn-Mayer News Service took place on August 15. All staff cameramen are now at their posts from pole to pole and encircling the globe. With the release of the first issue the entire organization was in full swing to supply last minute views of world events twice weekly.

Special laboratories throughout the country have been completed for the handling of local news views. This system will save hours and days of valuable time that would be consumed in the shipment of such shots to New York and return to the territories for which such particular scenes are intended. Several such features as this will go to make Metro-Goldwyn-Mayer News outstanding among the screen's fastest newsreel services.

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Last Minute News

Miss Leon "Toots" McAuley, winner of the Famous Players Screen Opportunity Contest, appeared at the Capital, London, for a farewell appearance before leaving for Hollywood.

Russell Theatre, Glace Bay, N.B., has been remodelled. 150 extra seats added in the balcony. Better exits provided and many other improvements introduced.

The Playhouse Theatre, Victoria, has been sold to Vancouver and British Columbia Theatre Interests. Sale price about \$70,000.

Ontario's Amusement Tax cut has been definitely set for Nov. 1st, governing admission prices up to and including 25.

Grand Theatre, Sudbury, Ont., has closed for extensive alterations which will include entrance, foyer, new upholstered seats, carpeting, new lights and stage effects. Theatre will re-open about Sept. 1st, entrance and foyer will be in marble.

Regal Theatre, Rouyn, Quebec, introduced a new policy of three new programmes weekly.

Maurice Sandground of Glasgow, Scotland, and a member of the Burns-Scott Films Limited is endeavoring to create a market for Scotch films in Canada.

Don. J. Romanelli was elected vice-president of the Theatrical Mutual Association of the United States and Canada.

A dinner-dance was held on the stage of the Galvin Theatre following a recent performance at the theatre. Johnny Galvin was the host; and the celebration in honour of his birthday. Congratulatory gifts and messages presented themselves in abundance.

**TUNNEY-DEMPSEY
HEAVY-WEIGHT
CHAMPIONSHIP BOUT
FILM RELEASED SEPT. 24TH**

"SCOTS OF AMERICA" PRODUCED BY FOX

Maintaining the lead it acquired in first presenting natural sound as an accompaniment to pictures, Fox News has issued in its latest reel a subject in technicolor, the first to reach the public. This reel is titled "Scots of America," and shows the picturesque gathering of the clans recently at Round Hill, Conn.

The plaids of numerous Scotch families intermingle in a spectacular panorama of brilliant hues and these have been exactly reproduced for the screen.

A second scene presents the bagpipe contest which was won by Agnes Wallace Ross, as bonny a lass as ever posed before a camera and when she blushes merrily at the honors bestowed upon her, the blush blooms upon her cheeks before the audience. A third subtitle reveals Jessie Montgomery and Beatrice Duff, first and second winners respectively, in the sword step and Highland fling.

The introduction of this Fox News Reel opens the way for revolutionary changes in the motion pictures and keen brains in the Industry freely predict that the most elaborate Broadway stage productions will be offered to film patrons throughout the world in their original colorful settings and accompanied by the voices and sounds of the play.

Ralph Forbes to Play Opposite Renee Adoree in "Rose Marie"

Ralph Forbes earns one of the most coveted screen roles of the year as a result of his selection to play the male lead opposite Renee Adoree in the screen version of the international musical hit, "Rose Marie," which William Nigh will direct for Metro-Goldwyn-Mayer. Forbes has made rapid strides to the top ranks of screendom during the past year, his important roles for Metro-Goldwyn-Mayer including the masculine lead in "The Trail of '98," not yet completed, the male lead opposite Lillian Gish in "The Enemy" and the romantic lead in Lon Chaney's "Mr. Wu."

Lloyd Hamilton, for many years a comedy star, has been signed for the part of Ethelbert, the valet, in this ambitiously-planned picturization of the Hammerstein musical triumph.

Another important name added to the cast of "Rose Marie" last week was that of Harry Carey.

Following his completion of the role of the gambler in "The Trail of '98," one of the most important parts of his career, Harry Carey has been cast as Sergeant Malone in the screen adaptation of "Rose Marie."

Roy D'Arcy has been chosen for another leading part in the picturization of the Hammerstein stage success.

PROJECTION

By GUY E. McALLAN

The writer once needed some flood-lights in a hurry for a small stage and none were available, in the emergency some very good ones were made up as follows: Several cheap tin washing pans or dishes were purchased from the local five and ten cent store and sockets screwed inside, with four 150 watt lamps in each pan they gave a very good light which the bright surface of the tin diffused very well.

* * *

When equipping a projection room with a telephone to talk to the stage, manager's office, etc., care should be taken that the receiver of the projection room phone is one of the so-called loud speaking kind. There is often a good deal of noise in an operating room and these phones which are designed for use in steamship engine rooms, etc., are very good.

* * *

A useful addition to the toolkit of the projectionist is a pair of goggles such as are worn by men using electric arc welding machines, these will come in useful if you should want to make any adjustment inside the lamp house during operation.

* * *

Some operators have a habit of using a small amount of dyamo oil on the commutator of their generator sets, such is bad practise as the oil collects the carbon dust and shorts the segments. If you have used sandpaper to smooth down the commutator, use an ordinary wax candle for lubrication.

Ed. J. Smith, Sales Manager Tiffany, to Visit Toronto

General Sales Manager, Ed. J. Smith, of Tiffany Productions, Inc., left on Friday last for a trip to the Mid-Western Tiffany Exchanges for conferences with the various exchange managers to outline the intensive sales campaign to be inaugurated immediately for the sale of the Twenty Gems From Tiffany for 1927-1928 and the several special productions suitable for extended runs, and the 24 Tiffany Color Classics.

Mr. Smith left on the Twentieth Century with M. H. Hoffman, Vice-President of the company, who started for California to supervise the production of the Tiffany production schedule for the coming year.

Mr. Smith will visit the Chicago Exchange where, after a conference with A. H. McLaughlin, Mid-Western Manager, will proceed to Minneapolis, Milwaukee, Toronto and Montreal, Canada. He expects to be gone about ten days before his return to the Home Office.

"Chang" Coming Here Paramount Jungle Melodrama

"Chang," the Paramount jungle melodrama, produced in Siam by Merian C. Cooper and Ernest B. Schoedsack, has been seen by considerably more than 200,000 persons during its nine week run at the Rivoli Theatre in New York.

Schoedsack spent several weeks in Hollywood recently making a technical study of camera devices and he and Cooper already have set sail to make another thriller for Paramount. Their destination and the subject of their next picture has not been announced. It is expected, however, that they will face even greater hazards in their next venture than they encountered in the jungles of Siam. They also believe their new picture (if they manage to bring it back to civilization safely) will prove even more diverting and interesting than "Chang."

E. Clark To Manage "Variety" at Victoria

Ralph Calladine, former manager of the "Variety," Victoria, B.C., has turned the management of this theatre over to E. Clark of the Columbia Theatre, who is to manage both theatres. Quite a number of alterations took place which enlarged the seating capacity. Among the feature pictures which showed at the "Variety" were Thomas Meighan in "The Canadian," "Tom Mix in "The Canyon of Light," and "The Music Master," starring Alec B. Francis.

Ralph Ince to Direct F. B. O.'s "Coney Island"

Ralph Ince has been selected to direct "Coney Island," Joseph Jefferson O'Neil's original story about the world's greatest playground, which will be produced by F. B. O., according to announcement by William Le Baron, vice-president in charge of production at the F. B. O. studios in Hollywood. Mr. Ince comes to New York to film the exterior scenes for the picture at Coney Island. He will start to work on the O'Neil story immediately following completion of "South Sea Love," which will be put in production within ten days.

Financial Post Reports Mansfield Theatre Dividend

The Mansfield Theatre Company, controlled by Famous Players Canadian Corporation, reports a seven per cent dividend on the preferred stock, paid August 15th to shareholders of record July 30th. The dividend covers arrears also. The company has still a 10½ per cent preferred dividend to catch up with, but according to Thom. J. Bragg, company's business has greatly improved.

S. V. Halstead Leaves For Hollywood To Arrange Production

Sargeson V. Halstead, president and general manager of the Thunder Bay Films Limited, left for Hollywood to complete arrangements for the production of his story, "The Spirit of the Wilderness."

Mr. Halstead is planning to return to Fort William by the end of August accompanied by the producer, director and the players, who are to be associated with the first picture of his British company.

All the exteriors will be "shot" around Fort William, Ont. Nipigon and the Lake of the Woods are to be utilized as locations.

It was reported that a visiting producer from Hollywood stated, while on a visit to Fort William, that nowhere in the world could such beauty be found as in that section.

The bright sun which goes with the winter season of snow and the clear, dry atmosphere are essential to the stories which are planned for adaptation; and which have found a popular market. Minor parts are to be filled by Canadians trained in screen technique.

Mr. Halstead is a Canadian author and while on a mining expedition dealing with engineering, he spent a great deal of his time in the mineral fields of the northern section of Canada, where he found the inspiration and material for his story.

It was while engaged in this work that he found a little white girl of fifteen living with the Indians, on the Hudson Bay, and he was able to restore her to her relatives in England.

Mr. Halstead has formed an all-Canadian company, he states, "There is no reason why one of the biggest industries in the world, and one of the greatest money-making enterprises, cannot be established right here at the head of the lakes."

Mr. Halstead reports the co-operation of the motion picture department of the Dominion Government and the picture department of the railways who will exchange duplicate films in the production of a Canadian picture showing the advancement Canada has made. The prologue of the picture will show the herds of buffalo dissolve into ranches of pedigreed stock, the Indian tepees change into farm buildings and the shacks of the pioneer transformed into business blocks.

"Ant Life as It Isn't," one of the Pathe Aesop's Film Fables, provided the comedy portion of the bill at the Roxy Theatre recently.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

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Calgary Herald Editorial States Block-Booking Argument Sound

The Calgary Herald published an editorial headed, "The Quarrel in the Movie World." It comments on the Federal Trade Commission's decision in connection with the Famous-Players Lasky Corp., and states that the proceedings will be followed with close attention.

"The Commission has issued an order restraining the picture magnates from such action, but this is only the beginning of a legal battle that will probably end in the United States Supreme Court."

The editorial discloses that the fight ostensibly waged in the public's interest was begun on complaint of independent producers and theatre owners who accused the larger organizations of coercing them into contracts for films by the practice called, "block-booking."

The editorial explains the system of block-booking and further states, "The Federal Commission has ruled in favor of the independents, but the arguments supporting its judgment have not made much impression upon the public's mind. The Motion Picture Industry has grown to such vast proportions that no one or two large organizations can supply more than a part of the films required to keep all the picture houses going. Consequently, the independents have a wide variety of choice in selecting films, one would say also that the answer made by the Famous Corporation respecting block-booking is sound. It is that this method is merely the process of wholesaling in universal use whereby one who buys wholesale gets a better price than one who buys in small orders. Huge-scale business must adopt methods that will guide mass production. The immense investments that have been made in picture production, distribution and exhibition are entitled to adequate protection."

The former Griffin Theatre, Sarnia, Ontario, is to be remodelled into an armory for the Lambton regiment.

Big Co-operative Picture of U.S. Newspaper Life Planned by Universal

Universal has just completed arrangements looking toward the production of a big co-operative Special of unique theme and promise. It will be called "The Muzzle" and has been written as an original story by the famous Peter B. Kyne. The Associated Press, the United Press and Will H. Hays will co-operate with Universal in making the production an outstanding one.

The story is based on situations of great importance in present day affairs and is said to be a tribute to the enterprise and independence of newspaper editors throughout the country.

The associated Press and the United Press, two of the great news distributing agencies, built up in the United States but with ramifications all over the globe, are expected to lend great assistance in the making of the picture and in its promulgation. The active interest and assistance of Will Hays also assures an exceptional production for this up-to-date chronicle of American newspaperdom.

R. Rotshtein Lets Contract For New Theatre, Assiniboia

A contract for a new theatre on Centre Street South has been let by N. Rotshtein of Assiniboia, Sask. The new building will be solid brick, fire proof throughout. Forty feet wide and one hundred and fifteen feet in length with the very newest ideas incorporated in ventilation.

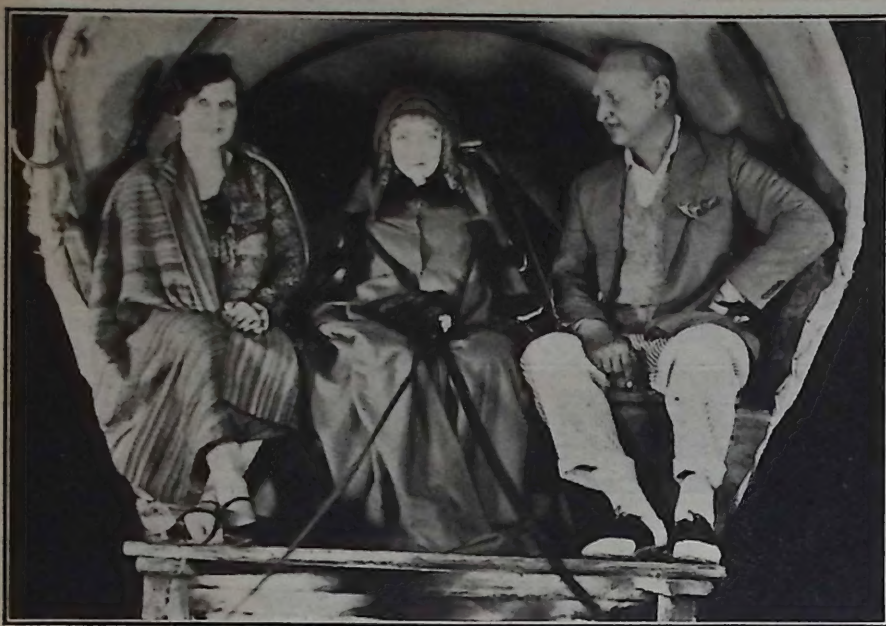
Mr. Alex Ferguson of Moose Jaw, has the contract to complete the theatre by October 1st. The cost fully equipped to be \$60,000. The seats will be arranged in circular position, the higher-priced seats of the air cushion variety.

The front floor will be on the street level with a gradual slope downwards towards the stage.

Public Theatres Corporation Change Their Name

The Provincial Government of Quebec granted, by supplementary letters patent, an increase of capital stock and change of name to the Public Theatres Corporation. The company will now be known as the Consolidated Theatres Corporation and capital changes are as follows. The present capitalization of 200 shares of common stock of \$100.00 each will be converted into 200 7% cumulative second preferred stock and the capital will be increased by the creation of 2,000 shares of \$100.00 each of 7% cumulative first preferred stock, 500 additional shares of \$100.00 each of 7% cumulative second preferred and 10,000 shares of no nominal or par value.

Round About the Studios



Lillian Gish, star of "Annie Laurie," takes John Robertson, director, and Josephine Lovatt, scenarist, for a ride. All three helped to make this Metro-Goldwyn-Mayer feature.

New Spotlight subjects with tentative titles "Outwitting Time" woven around the athletes beyond the age of fifty who still "have some stuff on the ball." "Imported Games" will bring foreign pastimes to the screen. "Famous Cups and Famous Contenders" will deal with trophies which have been long fought for in international completion, along with the athletes who have won glory in striving for them. "Versatility" will cover the men and women athletes who are leaders in more than one branch of sport.

Immediately upon her return from her recent trip, Colleen Moore will start on her next starring vehicle for First National Pictures. According to announcement of Richard A. Rowland, General Manager and Vice-President of First National Pictures, Inc., this will be adapted from Howard Irving Young's stage play, "I'll Tell The World."

"I'll Tell The World" will be produced by John McCormick. The scenario is being prepared by Gerald Duffy, and production will start immediately after Miss Moore's return, scheduled for the latter half of August.

"Mixed Marriages" is an original screen comedy by Florence Ryerson and Colin Clements. It is the third Metro-Goldwyn-Mayer co-starring vehicle for Lew Cody and Aileen Pringle. The other two being "Adam and Evil," and "Tea for Three."

Jesse Devorska, the comedy find of the year, has been signed by William Le Baron, vice-president in charge of production at the F. B. O. studios in Hollywood, to play the featured role in "Jake, the Plumber," a feature length comedy which will be one of the outstanding productions on the 1927-28 program. Devorska's services were obtained from Hal Roach for whom Devorska has been appearing in a series of two reels.

George Davis has completed his first solo featured role in Mermaid Comedies on Educational's new schedule under the direction of Stephen Roberts.

Louise Lorraine has been cast for the role of Helen in "Baby Mine," the stage farce which Metro-Goldwyn-Mayer is transferring to the screen as a starring vehicle for the comedy team of George K. Arthur and Karl Dane.

Lew Lipton, comedy constructor and scenario writer, will direct this picture as his first directorial effort.

It will be the second co-starring vehicle for Karl Dane and George K. Arthur. The first was "Rookies," a picture about training camp life, and the third picture, to follow "Baby Mine," will be "Olga From the Volga," which Harry Beaumont will direct for Metro-Goldwyn-Mayer.

This is the second picture in which Miss Lorraine has played with Dane and Arthur, as she was with them in their first success, "Rookies." She has also appeared in "Exit Smiling," and other Metro-Goldwyn-Mayer films, as well as in "Behind the Front."

Marietta Millner, the petite brunette imported by Paramount from Germany, is getting a succession of good roles. She played the cowgirl lead in the Zane Gray picture, "Drums of the Desert," and a New York society girl in Thomas Meighan's picture, "We're All Gamblers."



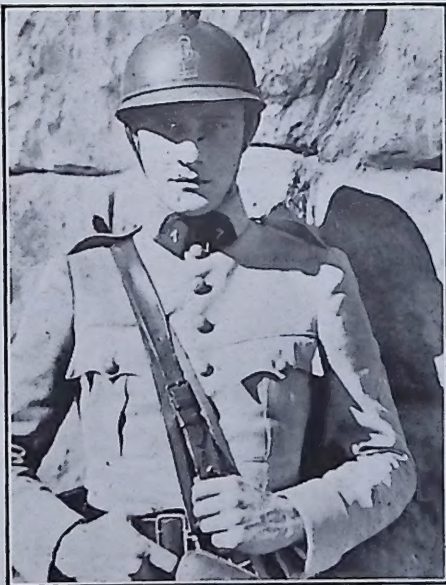
"Here Comes the Bride," in Warner Bros. "A Million Bid," starring Dolores Costello.



Scene from "Old San Francisco," a Warner production starring Dolores Costello.



Maria Corda, First National feature player, starring in "The Private Life of Helen of Troy."



Conrad Nagel, as he appears in "Heaven On Earth," for Metro-Goldwyn-Mayer.



Left—"The Climbers," is Irene Rich's latest for Warner Bros.



Handsome Norman Kerry, plays the male lead opposite Lillian Gish in Metro-Goldwyn-Mayer's "Annie Laurie."



Scenes from "The Mona Lisa," third of the Romance Productions released through Educational Film Exchanges, Inc. These productions, photographed by the Technicolor Process, have been pronounced "the most beautiful pictures ever shown on the screen." Hedda Hopper, in the title role, is strikingly successful in her portrayal of this character.

"YES

It's A Darn Good Picture

But business was off

Those who saw it liked it

But they were mighty few---

The Title Didn't Draw"

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Shanghaied

Chicago After Midnight

Freckles

Dead Man's Curve

Not For Publication

Red Riders of Canada

Wallflowers

Alex the Great

Clancy's Kosher Wedding

Jake the Plumber

The Coward

The Devil's Trade-mark

Judgment of the Hills

Aflame in the Sky

The Gingham Girl

Loves of Ricardo

Little Mickey Grogan

Her Summer Hero

Crooks Can't Win

Sally of the Scandals

GREATER F B O

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